



«Connecting Worlds»

ICF European Coaching Conference

Geneva, Switzerland 26-27-28 June 2008

ECC 2008 Sponsor and Exhibitor Offer

What is the International Coach Federation?

The **International Coach Federation** (ICF) is a non-profit, individual membership organization formed by coaching professionals worldwide. It is a rapidly growing organization dedicated to advancing the coaching profession by setting high standards, providing independent certification to coaching institutes, and building a worldwide network of credentialed coaches. The ICF is the largest global resource for business and personal coaches, and the source for those who are seeking a coach.

The ICF exists to *Build, Support and Preserve* the integrity of the coaching profession through programs and standards supported by the individual membership.

The ICF's membership consists of more than 14,600 members in 90 countries. International Coach Federation European Coaching Conference 2008 (ICF ECC 2008) – will bring together in Geneva some of the most respected names in the coaching field including some top coaches from Europe and beyond.

The theme of the conference is **Connecting Worlds** as we believe that coaching has an important role to play in the new economy where globalization and interrelations play an unprecedented role. As technology continues to flatten the world, more and more we need to connect and collaborate across borders and beyond cultures. Coaching professionals are gaining significant recognition as catalysts and as change facilitators to connect worlds - our inner personal world, world of relationships with others and our global environment.

We believe that in the years to come coaching will continue to have a growing role in connecting people and worlds and play a significant role in finding ways for human kind to productively and peacefully live and work together.

Geneva, known as the "Carrefour des Nations" (Crossroads of Nations) has a long-standing tradition as a city working toward world peace. For this reason the choice of bringing the conference to Geneva in 2008 is a particularly meaningful one. *This will be a milestone in the development of ICF in Europe; this is a conference sure to be memorable, informative and fun.*

Who Attends?

Conference attendees are your future customers. Coaches tend to be men and women in their later 30s and up, highly mobile, with a high disposable income and highly educated.

In 2006 and 2007, ICF welcomed more than 500 coaches at the conferences in Brussels and Helsinki. ICF's membership continues to grow by 200 to 400 coaches each month. Attendees will be eager to discover your latest products and services.

What Happens at ECC?

The 2006 and 2007 in Brussels and Helsinki ICF ECC Conference consisted of attendees from more than 20 countries with over 30 educational sessions and three days of selling and networking for exhibitors from the exhibit hall.

In 2008, because of the central location and the proximity to the airport, as well as over 40 educational sessions and even more networking opportunities and expanding role of coaching, we expect ECC 2008 Geneva to exceed the 500 attendees' mark.

When and where will it take place?

The conference will **take place on 26, 27 & 28 June 2008 in Geneva**, Switzerland at the Hotel Crowne Plaza Geneva just a few minutes from the Geneva International Airport, in the centre of Europe.

Geneva has a great tradition for international hospitality with high level infrastructure and quality. The Crowne Plaza is a modern structure designed to host conferences with an exhibit hall strategically placed between the plenary rooms and the restaurant area to provide maximum traffic and visibility.

Why Should You Exhibit or Sponsor?

ECC 2008 is expected to attract more than 500 coaches, executives and business professionals from Europe and beyond. ICF events have consistently received high ratings from attendees and sponsors alike. Geneva is the ideal location to attract a pan-European audience and to promote and test your most innovative programs and products.

Whether you are a company offering services and products to coaches or you are a coach training school, ECC 2008 Conference presents many opportunities to assist you with capturing the attention of established and aspiring coaches and those in the coaching profession in Europe, North America and from around the world.

At the ECC Conference 2008, you will be able to generate leads, network with current coaches, create relationships with future clients, and brand your company within the industry. ICF provides you with the venue, the time, and the opportunity to prospect new business.

How much will you need to invest?

Benefits and pricing information is listed below.

We offer a variety of opportunities to find the sponsorship or exhibitors package that best suit your purpose and budget.

By when do you need to make your application?

Deadline Information:

1. 1 March 2008: to advertise within Conference Website
2. 1 April 2008: to reserve as an exhibitor
3. 1 May 2008: to reserve a sponsorship

Deadlines and dates may be subject to change without notice.

Key insights about the ECC attendees' profile

It is worth keeping in mind that in December 2006, ICF released the results of the ICF Global Coaching Study conducted by PriceWaterhouse Coopers showing that:

- Coaching generates an estimated 1.5 billion US\$ annually in worldwide revenue of which Europe represents approximately 27%.
- Full-time European coaches earn an average of 93'443 US\$ per year, and part-time European coaches earn an average of 29'013 US\$ per year.
- The majority of coaches (81% global and 79% Europe) expect an increase in revenue over the next 12 months.
- **On average, coaches spend 5'303 US\$ (global coaches 4'219 US\$) per year on professional development.**
- The ICF conservatively estimates that there are 30,000 coaches worldwide. When the average amount of money spent on professional development is projected to the universe of coaches then the estimated amount worldwide spent on professional development, including credentialing, schooling and coach-related products, would be 1.25 billion US\$ (33,8 million US\$ by European coaches).

A/ SPONSORSHIP OPPORTUNITIES

Gain more access to qualified leads than other sellers on the floor by becoming an official 2008 ECC Sponsor. ICF sponsorships are designed to maximize your exposure before and during the conference, promote your brand and create an opportunity to optimize your overall return on investment.

Your benefits as a Sponsor will be:

- a. Mention your name on the website in the sponsors/home page;
- b. Advertise on the specific event sponsored;
- c. Mention your company name in the conference program: e.g., The ABC lunch...

➤ S1 - Closing GALA Event – SFr 30'000

The ICF ECC Conference ends on a high-note with the Saturday evening GALA, a high visibility event. One exclusive event sponsor will have the opportunity to place marketing materials on guest tables, event signage, and open the event with a welcome address from the podium (limited to 3 minutes).

➤ S2 - Luncheon on Friday or Saturday – SFr 10'000 each or SFr 15'000 for both days)

Sponsor either Friday or Saturday luncheon and gain visibility through strategically placed signage, as well as the opportunity to place marketing materials on guest tables and open the event with a welcome from the podium (limited to 3 minutes).

➤ S3 - Educational Breakouts – SFr 10'000

Gain brand recognition as ECC2008's official sponsor for conference educational breakout sessions. Educational breakout session sponsors will have their company logo appear on all breakout title signage that attendees will see throughout the conference. In addition, they will also be able to make a welcome address from the podium of one educational breakout session of their choice (limited to 3 minutes).

➤ S4 - Coffee breaks – SFr 10'000

Sponsor both days of the conference's continental breakfast which will be located on the exhibit hall floor. Sponsorship will include signage and marketing materials on guest tables.

➤ **S5 - Bookstore Sponsor – SFr 7'000**

Sponsor the on-site bookstore and gain visibility as attendees purchase publications and frequent the area for several book-signing opportunities. Sponsors can provide signage and distribute promotional giveaways.

➤ **S6 - Pocket Schedule – SFr 7'500**

Sponsor the official pocket schedule that all attendees receive and use throughout the conference. This brochure contains attendee continuing coach education units (CCEU) tracking and pertinent conference information in a small, easy-reference format. Your logo will be printed on all pocket schedules.

➤ **S7 - Welcome & Information Booth Sponsor – SFr 5'000**

Be the official sponsor of the Welcome and Information area where attendees ask questions regarding the conference events. You will be able to provide signage and distribute promotional giveaways.

➤ **S8 - Registration Booth Sponsor – SFr 5'000**

Be the official sponsor of the Registration Booth at the ICF Conference. Welcome conference attendees to Geneva by handing them their registration bag, along with a giveaway from your company. You will also be able to provide signage for this area.

Special Sponsors [To be confirmed by 15 March]

S9 - Special tasting reception – Wine, cheese, chocolate - Swissfest

Sponsor the opening networking event of the ECC 2008 with traditional Swiss products. Fine producers of Swiss Wine, cheese and chocolate have here the opportunity to increase their international visibility by participating in the tasting event with their products.

S10 - Conference Bags

Provide and promote your brand on the ECC 2008 on conference attendee registration bags. Your logo will appear on every registration bag used at the ECC 2008 conference. The design and quality of the bag will be agreed with conference organisers.

S11 - Notepads and Pens

Have your company's name in the hands of every attendee by providing the conference notepads and pens. The design and quality of the stationery to be agreed with conference organizers.

S12 - Volunteer Shirts

Approximately 80-90 people (trainees/professionals) will volunteer their support to make the ECC 2008 a success. Put your company logo on the shirts that all of our volunteers will be wearing while on duty. The design and quality of the shirts to be agreed with conference organizers.

S13 - Cyber Centre

Sponsor the conference cyber centre in the exhibit hall that all attendees can access throughout the Conference. Provide PC's, infrastructure and services to operate the Cyber Centre. Sponsorship includes signage, screen savers, and the opportunity for the sponsoring company to offer a promotional giveaway.

S14 - Looking for Something Else?

If you don't see a promotional package that is right for your product or company, please contact ECC 2008 at info@ecc2008.ch to further discuss how to best showcase your product and/or services.

B/ EXHIBITOR OPPORTUNITIES

Whether you are a company offering services and products to coaches or a coach training school, the ICF ECC 2008 – International Coach Federation European Coaching Conference 2008 – presents many unique opportunities to assist you with targeting and addressing coaches in Europe and from around the world. And this means connecting with coaches globally.

The ECC 2008 offers you the possibility to **promote** and **showcase** your products and services as an exhibitor by creating your own exhibition space in the hall where all coffee breaks are held to ensure highest possible visibility and traffic and your chance to meet and talk with coaches throughout the conference.

In the exhibition space, we offer 22 booths of a standard dimension of 9^{m2} (approx. 3x3) for the **price of SFr 4'900 per booth.**

Additional exhibitor booths may be made available in a separate location once the first 22 exhibitors are under contract.

Your benefits as an exhibitor will be:

The Standard Exhibitors' package:

1. Booth **space of 9 m²** to set up in the way that best promotes your product and services. (*more details about the space and additional materials and services will be provided at the signing of the contract*)
2. One Participant registration is included to conference proceedings (as long as your stand remains staffed during normal conference hours)
3. Mention of your Exhibitor's status on your name badge to increase your visibility.
4. Coffee/tea/lunches as indicated on the Conference programme
5. One copy of the attendees' list and other Conference material upon registration
6. Booth location listed in the Final Programme together with a **50-word** description of the your organisation's products/services (in MS Word format)

Exhibitor Agreement

- Exhibitor applications must include at least **30% deposit (SFr 1'500)**
- You will be invoiced separately for the final payment
- Final payments are due by 1 April 2008. Applications received after 1 April 2008 must include full payments. All payments must be in Swiss Francs (SFr)
- Payment deadline must be met or exhibit package items will be forfeited
- Booth number will be assigned by the conference organisers
- Until payment in full is received, your exhibit space assignment will not be released. Once payment in full has been received, you will be sent all necessary custom forms.
- Sharing exhibit space is not permitted
- All exhibitors will need to register or obtain a pass to have access to Exhibit Hall
- All promotional mailings to the conference attendees must be approved by the ICF ECC 2008 Organising Committee. The exhibitor must provide the necessary copies and pay the postage and handling costs in the case of physical mailings. In the case of e-mailings, formats will be agreed

- upon as they seem suitable for the ECC 2008
- A 25-words description must be submitted with each application (in MS Word format)
 - All applicants must be approved by the ECC 2008. Written confirmation will be sent when the order is received and approved. Your logo must be submitted as soon as possible after you have received the written confirmation.

Exhibitor Liability Insurance

Exhibitors must have their own liability insurance. In the event of fire, flooding or theft, no matter how caused, the ECC 2008, nor the Hotel Crowne Plaza Geneva and their representatives, assume no liability for any bodily harm or material damage to products, booths, equipment or decorations occupying any rented space within the building or being moved in or out of the building.

Cancellation and Refund Policy

The ECC 2008 reserves the right to decline an application without cause. If an application is refused, the amount paid + transfer expenses will be reimbursed as soon as possible and at the latest 14 days after the payment was received.

All cancellations must be submitted in writing to the following email address: info@ecc2008.ch Cancellations will result in a refund minus SFr 400 administrative fee through 1 April 2008 and a refund minus 50% administrative fee through 15 May 2008. Any cancellations received or postmarked on or after 15 May 2008 will receive no refund. The ECC 2008 will not make any exceptions to this policy. **Note that space will not be confirmed without final payment.**

Send your Sponsor & Exhibitor Registration Form by mail, fax or email to:

Mail Address:
ECC2008
5, chemin du Canal
CH – 1260 Nyon, Switzerland

Fax : +41 22 362 29 77

Email : info@ecc2008.ch (to send signed & scanned form)

Instructions on how to proceed for the deposit payment are included on the ECC 2008 **Sponsor & Exhibitor Registration Form.**

Contacts regarding Sponsor & Exhibitor applications and agreement:

ECC 2008 Sponsor & Exhibitor Team – info@ecc2008.ch